Key Business Drivers Wholesale/Retail (3Ps)

- **"Big Brand" Presence**
  - Displays
  - Brand Positioning/Communication

  (Consistent communication against the brand strategy)

  Who determines display position/presence?

- **Product Availability**
  - Right brand, right quantity, right store.
  - Use RBM position and market visits to determine needs.
  - Marlin/measurement, AIM/diagnostic, SIS/new brands.

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Source: https://www.industrydocuments.ucsf.edu/docs/xyjy0000

- **Promotion**
  - Right brand, right store, right time (marketplace impact/penetration).
  - Price gap management on an as needed basis in consideration of national offensive program (national promotion has priority in position and presence.)
  - Priority order of national, gap and co-marketing.
  - Method of delivery of promotions effective and efficient.

- **Personal Selling**
  - Quality "conversion" versus quantity trial.
  - Quality time/conversion with retailer.
  - Education of brand position through visual aids/training.
  - Position consumer mission versus consumer conversion.
  - Unresolved today, but have a vision for future personal selling.

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Measurements

- **Personal Selling**
  - Discontinue reporting of consumer mission.
  - Provide feedback on consumer conversion.
- **Presence Measurement**
  - Do not need quantitative measurement.
  - Establish standards by region that are "appropriate" and "acceptable" to accountable persons.
- **Product Availability**
  - Measurement through SIS of "new brand" introductions only.
  - Use Marlin data available at region level to address problem/opportunities.
  - AIM data available for diagnostic evaluation.
- **Promotion Execution**
  - Track and monitor retail delivered national promotions VAP and DPC.
  - How many received, placed, where and when.
  - Do not use manual reports to capture part-time placements.
  - Region flexibility of indicators on a local basis at this time.

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